

2013 Baker's Dozen Customer Satisfaction Ratings: Relocation

HRO Today's Baker's Dozen rankings are based solely on feedback from buyers of the rated services; the ratings are not based on the opinion of the *HRO Today* staff. We collect feedback annually through an online survey, which we distribute both directly to buyers through our own mailing lists and indirectly by sending service providers the link to send to their clients.

Once collected, response data are loaded into the *HRO Today* database for analysis to score each provider that has a statistically significant sample. For this survey, we required 10 responses from 7 companies, and we received feedback from more than 300 verified customers. In order to determine an overall ranking, we analyze results across three subcategories: service breadth, deal sizes, and quality. Using a predetermined algorithm that weighs questions and categories based on importance, we calculate scores in all three subcategories as well as an overall score. The rankings are based on those scores. The numbers presented in the tables on pages 30 and 32 represent those calculated scores; we include them to demonstrate the relative differences among the ranked service providers.

While we do not claim that our methodology is the only viable ratings program available, we do vouch for its statistical validity. We hope this ranking provides you some insight into your next RFP process.

1. Graebel Relocation Services Worldwide

Website: www.graebel.com

Graebel is a customer-first and employee-friendly global mobility company that is privately held. With a global footprint, the fully-integrated relocation company provides service and substantial savings from bundled pricing. In addition to its all-encompassing service menu, companies rely on Graebel for its thought leadership, eco-friendly processes, industry-first innovations that have included portals in 2003, and apps in 2010.

For 63 years Graebel has continuously reinvested in its people, technology, equipment and facilities to ensure superior quality, cost-efficient relocation service for its clients and rewarding opportunities for personnel.

Services:

- *Real estate:* home marketing; purchase assistance; buyer value option; guaranteed buyout option; property management; rental to temporary living assistance; mortgage assistance; and tenancy management.
- *Destination:* area tour; orientation; interim housing and rental assistance; school-finding assistance; spouse/partner assistance; cultural and language training; automobile lease and purchase; driver licensure assistance; financial and insurance services; ongoing offshore assignment support; and repatriation service.
- *Financial management:* expense reporting and management; direct reimbursement and multiple currency expense payment; lump sum administration; tax counseling and coordination; payroll and tax reports; activity and spend reports; and consolidated billing.
- *Household goods and move management:* household goods packing; shipment; and delivery; storage; claim management; international forwarding.

Most important metrics:

- Reporting
- On-time performance
- Response time
- Expense management
- Invoice timing, accuracy

2. NEI Global Relocation

Website: www.neirelo.com

At NEI Global Relocation, we are committed to being your partners in talent agility. Companies turn to NEI for our thought leadership and program performance in achieving their mobility strategies with exceptional customer service; innovative program design; a strong focus on effective cost management practices; robust online and mobile technology solutions; and strategic supply chain management. Our consultative approach to each client results in continuous process improvements and competitive recruitment, relocation and assignment management programs that address current market trends and apply best-in-class processes.

Services:

- *Global client consultative and administrative services:* relocation program design, policy consulting, and program reviews; domestic and international cost estimates and projections; supplier partner management; online and mobile technology tools; global tax assistance; cost of living differential programs; employee compensation services; policy benchmarking; expense management; management accrual and reporting tools; candidate intercultural and adaptability assessment; letters of assignment/job rotation agreement preparation; payroll reporting; and group move consulting and management.
- *Global employee origination and destination services:* candidate pre-decision services; relocation counseling and policy interpretation; visa, work permit, and immigration assistance; home sale program management; area orientation and home finding assistance; destination and settling-in services; mortgage assistance; rental finding assistance; expense reimbursement, tracking, and reporting; temporary living assistance; dependent living care and assistance; lease break assistance and utilities termination; household goods management; cultural and language training; property and tenancy management; spouse employment assistance; emergency services; loss on sale; and pet transportation.

Most important metrics:

- Transferee satisfaction
- Client satisfaction
- Reporting accuracy and timeliness

3. Xerox Relocation & Assignment Services (RAS)

Website: www.xerox.com

For nearly 50 years, Xerox Relocation & Assignment Services (RAS) has tailored mobility services to the unique needs of clients around the world. Today, RAS serves clients from 24 offices in 13 countries and, as Xerox, has bricks-and-mortar presence in more than 160 countries. With more than 14,000 professionals, our HR services organization provides talent acquisition, development, rewards, and relocation services to more than 400 clients and 11 million employees. Regardless of where in the world your employees need to be, we provide you with the peace of mind that comes with knowing your service quality and financial goals are our top priority.

Services:

- Operating as a trusted advisor for clients
- Smooth transitions from start to finish
- Getting homes sold quickly and for the right price
- Finding the right place for renters with flexibility to move in the future
- "No worry" white glove move planning and management

Most important metrics:

- Customer satisfaction
- Work accuracy
- Timeliness
- Follow-through
- Responsiveness

4. AIReS

Website: www.aires.com

American International Relocation Solutions LLC, or AIReS, is a global relocation solutions provider with a reputation for metric-based, performance, and a unique family-focused approach to customer service and support. A strict focus on quality oversees every aspect of our business, proven through membership in industry organizations like FIDI, OSA, and OMNI, along with FAIM, C-TPAT, and ISO registrations. Supported by proprietary technology developed by our in-house team specifically for relocation, a central point of contact model, and a quality assured global partner network, AIReS stays with a transferee for the entire relocation lifecycle, starting with the very first initiation phone call.

With over 30 years of experience, AIReS concentrates exclusively on relocation programs for its corporate clients and their transferees, and owns no subsidiaries or vested interests in other aspects of business. AIReS consultants work with corporate clients to develop customized, flexible programs based on leading industry trends and current benchmarking data. AIReS ensures that program solutions are sensitive to the unique needs of each family, but adhere to even the most stringent relocation policy and benefits packages offered by its clients, an approach that is critical to the success of any relocation.

Services:

- *Corporate services:* relocation program management; reloNet® web services site - corporate tools; policy review and development; real estate services; property and tenancy management; inspection services; cost of living projections; expense management; insurance and risk management; move management; reporting; group move services; international compensation and data collection services.
- *Family services:* destination and settling-in services; household goods moving; temporary housing and interim services; assignment management and ongoing support; ReloNet® web services site - transferee tools; visa, passport, and immigration assistance; cultural and language training services; and repatriation assistance.

Most important metrics:

- Days in inventory
- Days on market (from list to contract; list to close) by home sale type
- Amended value ratio
- BVO cost percent
- GBO/appraised cost percent
- Amended cost percent
- Invoicing accuracy

5. NuCompass Mobility Services

Website: www.nucompass.com

NuCompass Mobility combines a 48-year history in providing comprehensive U.S. domestic and global mobility services in 150 countries, with industry-leading proprietary technology designed to increase productivity, reduce costs, and enhance the mobility experience for corporate clients and their employees. Recognized as a top relocation services provider in the 2012 *HRO Today* Baker's Dozen Survey, NuCompass uses a single point of contact service model that ensures personal service for relocating employees. NuCompass Navigator technology was recognized with the 2012 EMMA award for "most innovative use of technology in global mobility." NuCompass' Mobile Mobility™ connects clients, employees, and suppliers with web-based portals, program analytics, and interactive business apps.

Services:

- *U.S. domestic services:* policy consulting and analysis; relocation cost estimator; home marketing assistance; buyer value option; home sale and closing services; destination services; mortgage assistance; household goods coordination; relocation expense management; temporary accommodations; spouse/partner assistance; and group move services.
- *Global mobility services:* policy consulting and review; candidate assessment; assignment cost projection; assignment program administration; assignment agreement preparation; visa and immigration; compensation administration; remuneration data provider coordination; cross cultural and language training; destination services; household goods move coordination; education assessment and school placement; on assignment administration; ongoing payroll delivery; host departure services; and tax settlement processing.

Most important metrics:

- Customer satisfaction
- Cost savings
- Program management
- Technology

6. TheMIGroup

Website: www.themigroup.com

At TheMIGroup, world-class service is defined by a high-touch approach to relocation management and requires a commitment to ongoing innovation, complete program flexibility and transparency, and a passion to strive to be the best in everything that we do. Established in 1978, TheMIGroup is a provider of global relocation management solutions. We offer a full range of domestic and international services including global compensation and consulting services, from total assignment management to individual services for transferees, expatriates or individuals on the move. With business units located throughout the Americas, Europe, and Asia, supported by more than 900 on-the-ground relocation providers comprising TheMIGroup Worldwide Partner Network™, we have the capacity and capability to provide mobility services in more than 175 countries and across all time zones.

Services:

- *Domestic relocation services:* policy development; cost estimates; home sale services: home marketing assistance, home sale programs (buyer value option, amended value), inventory management; real estate title closing services; home finding services: candidate familiarization/area tour, home purchase assistance, mortgage assistance, rental assistance, temporary accommodations; household goods moving services; and expense management.
- *Global relocation services:* policy development; candidate assessment; pre-decision trip; global assignment management (GAM): policy consulting services, destination services, household goods moving/storage management, risk management, cross cultural and language training, temporary accommodations, visa and immigration, expense management; on-going services: property management (vacant and tenanted), tenancy management, and assignment payment support; repatriation services: service and lease cancellation, transition support; global compensation services: cost estimates, compensation worksheet, global compensation reporting, payroll coordination; career assistance; emergency and evacuation services; and cost of living coordination.

Most important metrics:

- Strategic program management and partnership
- Assignee/transferee satisfaction
- Compliance reporting
- Ability to deliver cost containing/saving ideas
- Invoice accuracy

7. Weichert Relocation Resources (WRII)

Website: www.wrii.com

Weichert Relocation Resources Inc. (WRII) is one of the world's leading workforce mobility management companies. Under the same independent ownership for more than 40 years, we provide a unique combination of stability, financial expertise, and seasoned leadership that has made WRII a trusted partner to clients throughout the world. We are committed to optimizing workforce mobility for our clients, making it faster, easier and more cost-effective to deploy key talent and transfer critical skills, anywhere in the world.

Services:

- *Relocation solutions:* consulting services: policy design and development, tax consulting, benchmarking, and policy counseling; departure services: home marketing assistance, home sale services, and household goods management; destination services: home search assistance, rental finding assistance, and temporary living; inventory management; group move management; mortgage services; financial services: cost-of-living analyses, lump sum administration, expense management, gross-up processing, payroll and tax services, management reporting; property management; supplier management; tenancy management; pre-decision services; and VIP services.
- *International assignment solutions:* program management: assignment planning, policy design, and development, supplier management; pre-assignment services: pre-assignment counseling, compensation planning, worksheet draft, assignment cost projections, assignment letter preparation, tax planning and strategy, balance sheet calculations, visa/immigration services, cash-flow analysis, certificate of coverage, cultural and language training, departure services; destination management: home search, rental assistance, settling-in services, temporary living, tenancy management, spouse career counseling, mortgage services, exception management, banking/credit assistance; on-assignment services: update compensation balance sheet, property management, rental management, assignment allowance coordination, emergency evacuation, expense disbursement; financial management: expense management, coordination of payroll and tax service services, management reporting, vendor invoice review/payments, tax gross-ups, hypothetical tax calculation, home leave tracking/reimbursement requests, exception management, tax equalization and payments, preparation of year-end statement, compensation balance sheet maintenance; regulatory compliance: tax program management, budget accruals, payroll support, host country compensation reporting, coordination of tax compliance; repatriation/post-repatriation services: return move coordination, re-entry training, home finding/rental assistance, mortgage services, vacating coordination, recovery of advances/excess payments, cancellation of allowances, expense coordination and requests, on-going tax and compensation reporting and counseling.

Most important metrics:

- Mobile employee satisfaction rate
- Service evaluation response rate
- Cost projection delivery turn time
- Year-end compensation summary accuracy
- Average home sale cost
- Direct home selling costs
- Average days on market
- Invoice accuracy

8. Mobility Services International (MSI)

Website: www.msimobility.com

MSI is a provider of global talent mobility solutions to corporations worldwide. Through the alignment of talent management and workforce mobility strategies, we help organizations optimize the investment made in human capital while achieving their strategic business objectives. From candidate assessment to onboarding and assimilation through relocation, leadership development, and repatriation/re-assimilation, MSI provides a full spectrum of services designed to qualify and support employees throughout the mobility lifecycle and their long-term careers.

Services:

- *U.S. and Canada relocation management services:* pre-decision services; home marketing assistance program; home sale programs; closing services; inventory management; property management; household goods move management; mortgage services; home finding services/rental assistance; temporary housing; and expense management services.
- *International assignment management services:* needs assessment; assignment budgeting; letter of assignment; cost projection; visa and immigration services; departure services; "look-see" trip; destination services; area orientation; home finding; school search; settling-in; language training; cultural training; spouse/partner career management; education consulting; home marketing/home sale assistance; international household goods move management; temporary housing assistance; furniture leasing; banking services; tenancy management; property management; on-assignment services; personal security; emergency services; in-country hotline services; home leave coordination; family transition counseling; home purchase assistance; repatriation services; and expense management.
- *Global compensation services:* cost estimate preparation; relocation compensation services; certificate of coverage; compensation worksheet preparation; hypothetical tax and allowance calculations; payroll administration and reconciliation; global compensation accumulations and reports; and year-end global statement of earnings reports.
- *Global tax and compliance services:* tax services; assignee briefing for home and host countries; U.S. federal income tax returns; state income tax returns; host income tax returns; social security; tax projections; tax equalization calculations; tax planning.
- *Group move management services:* group move planning; group move policy development; and group move budgeting.

Most important metrics:

- Household goods claim ratio's and amounts
- Employee satisfaction
- GBO transactions taken into inventory
- Assignment failure rates
- Average homesale cost as percentage of home value

9. Paragon Relocation

Website: www.paragonrelocation.com

With more than 25 years of experience and stable leadership, Paragon Relocation provides programs with value-added support, customer service, and thought leadership to our clients and the families we relocate. Paragon combines the vast resources of a global relocation company with local expertise in 150 countries worldwide and is proud to be known as "The Best Thinking in Relocation™." Partnering with Paragon ensures successful achievement of all your corporate relocation and talent management objectives, offering a single-source solution for all your relocation-related needs including global mobility consulting services, domestic and international relocation services, global assignment services, worldwide destination services, group move management, mortgage services and immigration services.

Services:

- *Domestic services:* gold service; preview trip coordination; pre-decision consulting services; relocation benefits counseling; relocation expense audit, processing, payment, and reporting; home marketing assistance; homesale services; property management; homefinding services; employee and family concierge services; mortgage services; rental assistance; temporary accommodation services; transportation of household goods; employee and family transition and spousal support assistance; travel management; and tax gross-up and reporting.
- *International services:* gold service; preview trip coordination; pre-decision consulting services; paragon assignment cost estimator (PACE™); international relocation and global assignment policy counseling and administration; relocation expense audit, processing, payment, and reporting; visa and immigration coordination; worldwide destination services, homefinding and settling-in programs; employee and family concierge services; language and cross cultural training; temporary accommodation services; tenancy management; property management; homesale services; transportation of household goods; international banking services; security services; global employee assistance program; employee and family transition and spousal support services; travel management; tax gross-up and reporting; and global compensation services and tracking.

Most important metrics:

- Client satisfaction
- Transferee satisfaction

10. Cornerstone Relocation Group

Website: www.crgglobal.com

Cornerstone Relocation Group is a full-service global mobility company offering comprehensive services to address the workforce mobility needs of corporations worldwide. Since 1990, Cornerstone has analyzed the complexities and nuances of thousands of domestic and international relocation programs, tailoring them to meet client needs and always striving to make the seemingly impossible possible.

Services:

- *Policy and program development and implementation:* project consulting services; financial and payroll reporting; service level agreement; and group move consulting services.
- *Employee relocation services within North America:* candidate assessment; candidate assistance; relocation policy counseling and administration; expense administration and management; home marketing assistance; guaranteed buyout offer (GBO)/amended value offer (AVO); buyer value option (BVO); inventory management; property management; home finding assistance; rental assistance; shipment and storage of household goods; temporary living; mortgage assistance; spouse/partner career assistance; family and community assistance; and tax assistance.
- *Global relocation management services:* candidate assessment; relocation policy counseling and assignment administration; expense administration; visa and immigration services; area preview and orientation; global home finding; rental assistance; temporary living; settling-in, acclimation, and emergency; education advisory and enrollment assistance; language training; cultural training; home marketing; home sale and closing assistance; property management; tax consultation and coordination; shipment and storage of household goods; pet transportation and boarding; and auto transportation and storage.
- *Global assignment administration services:* initial assignment letter development and consultation; assignment counseling and administration; global compensation worksheet; global assignment cost projections; compensation administration; tenancy management; departure services; and tax services and equalization.

Most important:

- Client satisfaction
- Account manager responsiveness
- Transferee satisfaction
- Accuracy
- Equity disbursement cycle time
- Expense reimbursement cycle time
- Home sale days on market, amended value rate, total direct costs

11. SIRVA Worldwide

Website: www.sirva.com

A worldwide provider of relocation and moving solutions, SIRVA Worldwide, Inc. provides more than 230,000 relocations per year to corporations, government employees, and individual consumers through its family of companies. The company delivers a mobility experience with a low total cost to relocate through complete management of the global supply chain, industry-leading risk management processes, and full accountability and transparency of costs. SIRVA's family of companies includes Allied, Allied International, Allied Pickfords, Allied Special Products, DJK Residential, Global, northAmerican, northAmerican International, SIRVA Mortgage, SIRVA Relocation, SIRVA Move Management, SIRVA Global Relocation, Inc. and SIRVA Settlement.

Services:

- *Domestic and international services:* consulting services; candidate assessment; group move management; global compensation and payroll administration; visa and immigration; vendor management; pre-decision counseling; policy counseling; home marketing; traditional home sale; fixed fee home sale; cross-cultural training; property management; area orientation; home finding; rental assistance; mortgage services; temporary/corporate housing services; household goods moving; education consultancy; language training; settling-in services; assignment management; tenancy management; partner/family support; repatriation; and reassignment.

Most important metrics:

- Quality of service to corporate clients and their relocating population
- Client retention
- Innovation
- Managing cost for clients

12. TRC Global Solutions

Website: www.trcgs.com

TRC Global Solutions is a U.S.-based, independently owned and operated firm focused exclusively on U.S., international, and government relocation services. With operations centers in Milwaukee, Denver, metro NYC, Frankfurt and Beijing, we deliver creative, cost-effective solutions to our clients' relocation challenges in 150 countries worldwide. For 25 years, TRC has offered our clients personalized service backed by advanced technology and thought leadership. In a time of economic and relocation industry turmoil, TRC remains a stable, SAS 70-Type II partner.

Services:

- *U.S. relocation services:* home marketing assistance; home sale assistance; closing services; inventory management; property management; move management; temporary living assistance; rental assistance; home finding; area orientation; mortgage assistance; executive services; and career and family assistance.
- *International relocation services:* visa and immigration services; expense management; international tax and compensation; candidate selection; departure services; destination services; settling-in support; ongoing assignment support; household goods transportation; daily life orientation; property management; furniture leasing assistance; family services; spouse counseling; cross cultural training; language training; and repatriation support.
- *Corporate relocation services:* policy development and review; industry benchmarking data; management reporting; program administration; supply chain management; employee policy counseling; client and employee reporting.
- *Financial services:* equity advance and funding; relocation expense administration; gross-up calculations; cost estimating; tax and accounting services; lump sum administration and relocation debit/credit card.
- *Group move management:* strategic planning and implementation; on-site group meetings; employee seminars; individual counseling; alternative relocation benefits; area tours; counseling in the destination city; spouse counseling; and mortgage assistance.

Most important metrics:

- Client satisfaction
- Transferee satisfaction
- Home sale cost performance
- Appraisal variance
- Average days to buyout offer
- Average days on market

13. Crown World Mobility

Website: www.crownworldmobility.com

We live in the world of mobility. We know it through nearly 50 years of helping companies manage assignments, supporting businesses and their people domestically and worldwide. It's a world we've grown into, adapting to an ever changing commercial environment and the expanding sphere of international business. As the world of mobility gets more complex, we've broadened our services, taking on more of the burden of managing a disparate workforce and making it easier to do business on a global scale. And as the world welcomes the next generation of mobile workers, we believe it's important to understand them too: different populations, expecting different approaches, seeking different objectives.

Services

Assignment management: policy counseling and program administration; research and consulting: policy and program development, policy benchmarking, internal and external surveys, global talent management support, global mobility transformation and change management, and group moves design; immigration services: immigration administration, compliance audits, and full tracking and management reporting; global expense management: expense administration and management, employee expense reimbursement, third party payments, policy compliance, exceptions management, and line item reporting; employee and family support: global career, global passport intercultural and leadership training, education assistance and counseling, and language training; compensation administration: cost estimates, balance sheet preparation, cost of living allowance (COLA), administration, hypo tax calculations, partnering with payroll and tax providers, and year-end reporting; supply chain management: vendor selection, quality assurance, cost control, and performance management; process and technology: implementation design and execution, transition planning and administration, process and workflow design, and custom configuration design; home sale management: buyer value option, guaranteed appraised value, marketing assistance, and property management.

Most important metrics:

- Cost savings recommendations
- Employee satisfaction rate
- Employee satisfaction return rate
- Client contact satisfaction rate
- Expense reimbursement cycle time
- Initial employee contact time
- Invoicing accuracy
- Transportation services – quotation accuracy
- Policy compliance